



**GENERAL SERVICES ADMINISTRATION
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

**ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)
FSC Group 541**

Contractor has been awarded all Special Item Numbers under the Disaster Recovery and American Recovery and Reinvestment Act Programs.

Contract Number:
GS-23F-0140R

Period Covered by Contract:
March 21, 2005 through March 20, 2020

The Media Network, Inc.
dba TMNcorp
8720 Georgia Avenue, Suite 206
Silver Spring, MD 20910
Phone: 301-565-0770
Fax: 301-565-0773
www.tmncorp.com

Business Size:
Small, Women Owned Business

General Services Administration
Federal Acquisition Services

Supplement 21
Effective February 9, 2015

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: GSAAdvantage.gov. For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

ORDERING INFORMATION

- 1a. Authorized Special Item Numbers (SINs):
 - 541-2 Public Relations Services
 - 541-4A Market Research and Analysis
 - 541-4F Commercial Art and Graphic Design Services
 - 541-5 Integrated Marketing Services
 - 541-1000 Other Direct CostsRefer to page 10 for Authorized GSA Pricing.
- 1b. Lowest priced model number and lowest unit price for that model for each SIN awarded in the contract: Not Applicable
- 2. Maximum Order: \$1,000,000
- 3. Minimum Order: \$100
- 4. Geographic Coverage (delivery area): Domestic Delivery
- 5. Point of Production: Not Applicable
- 6. Discount from list prices or statement of net price: Government prices are net
- 7. Quantity Discounts: None
- 8. Prompt Payment Terms: 0% Net 30 Days
- 9a. Government purchase cards will be accepted for orders at or below the micro purchase threshold.
- 9b. Government purchase cards will be accepted for orders above the micro purchase threshold.
- 10. Foreign Items: Not Applicable
- 11a. Time of Delivery: As negotiated at the task order level.
- 11b. Expedited Delivery: Negotiated between the Contractor and the Ordering Activity at the expense of the Ordering Activity.
- 11c. Overnight and 2-Day Delivery: Negotiated between the Contractor and Ordering Activity at the expense of the Ordering Activity.
- 11d. Urgent Requirements: As negotiated at the task order level. Agencies can contact the contract for contract administration to obtain faster delivery.
- 12. F.O.B. Point: Destination
- 13. Ordering Address:
 - The Media Network, Inc.
 - 8720 Georgia Avenue, Suite 206
 - Silver Spring, MD 20910

14. Payment Address:
Accounts Receivable
The Media Network, Inc.
8720 Georgia Avenue, Suite 206
Silver Spring, MD 20910
15. Warranty Provision: Not Applicable
16. Export Packing Charges: Not Applicable.
17. Terms and conditions of Government purchase card acceptance: Government purchase cards are accepted for orders above and below the micro purchase threshold.
18. Terms and conditions of rental maintenance, and repair: Not Applicable
19. Terms and conditions of installation: Not Applicable
20. Terms and conditions of repair parts: Not Applicable
- 20a. Terms and conditions for any other services: Not Applicable
21. List of service and distribution points: Not Applicable
22. List of participating dealers: Not Applicable
23. Preventative Maintenance: Not Applicable
- 24a. Special attributes such as environmental attributes: Not Applicable
- 24b. Section 508 Compliance: Not Applicable
25. Data Universal Number System (DUNS) number: 110944774
26. The Media Network, Inc. is registered in the Central Contractor Registration (CCR) database and System for Award Management (SAM) database: Cage Code: 1MPQ2

THE MEDIA NETWORK, INC.

The Media Network, Inc. (dba) TMNcorp is an award-winning, full-service communications company that provides innovative solutions in marketing, branding, strategic communications and social awareness through expertly coordinated media.

Our expertise is developing research-driven connections that motivate behavior change, reach multicultural markets, develop and sustain partnerships with key stakeholders, build strong presence in diverse communities and coordinate and execute communications across all potential media.

TMN provides clients with customized and innovative research solutions using both qualitative and quantitative methods. Our scientists' knowledge and experience is built on years of scholarly and applied work in public, private and academic sectors. We help our clients get the most out of their data and translate scientific findings into actionable research.

TMN's success comes from a well-researched history of connecting with diverse audiences and remaining current in emerging technologies and digital media. Using our three-part business model, we connect the art and science of communication to create long-lasting results for our clients"

We provide services that allow you to understand, adapt and connect with your audience -

- Understand the audience's beliefs, attitudes and social environment;
- Adapt the message to the audience so that it resonates and shifts perceptions;
- Connect the message with the right mix of media and outreach to where your audience lives, works and plays.

The Media Network's Core Capabilities Include:

- Strategic Communications Planning
- Multicultural Communications
- Marketing and Advertising
- Formative Research and Evaluation
- Broadcast and Digital Production (TV, Radio, PSAs)
- Media Planning and Buying
- Media Relations
- Graphic Design
- Materials Development
- Cultural adaptation and translation

Certifications

- Certified by the State of Maryland as a Minority Business Enterprise (MBE)
- WOSB
- WBENC

Visit our website, www.tmncorp.com, for more information.

LABOR CATEGORY DESCRIPTIONS

Bilingual Corporate Monitor

Performs day-to-day management of overall contract support operations, possibly involving multiple projects and groups of personnel at multiple locations. Organizes, directs, and coordinates planning and production of all contract support activities. Demonstrates writing and oral communication skills. Establishes and alters (as necessary) corporate management structure to direct effective contract support activities. Must be capable of negotiating and making binding decisions for the company. Specialized qualifications in managing marketing and research activities that require significant knowledge of diverse cultures and fluency in another language. Bachelor's degree. Min. 10 years of experience.

Broadcast Production Supervisor

Plan and coordinate various aspects of radio or television production, such as selecting script, evaluating talent, coordinating writing, directing and editing, and arranging financing.

Oversees the overall production of broadcast video and radio spots. Responsibilities include the hiring of key personnel including support staff such as field producers, writers and directors. Also responsible for the artistic direction of a project as well as the overall look and feel of a show. Maintains budget parameters and adheres to production deadlines. Bachelor's degree. 8 years of experience.

Corporate Monitor

Performs day-to-day management of overall contract support operations, possibly involving multiple projects and groups of personnel at multiple locations. Organizes, directs, and coordinates planning and production of all contract support activities. Demonstrates writing and oral communication skills. Establishes and alters (as necessary) corporate management structure to direct effective contract support activities. Must be capable of negotiating and making binding decisions for the company. Bachelor's degree. 10 years of experience.

Cultural/Linguistic Reviewer

Key personnel in the cultural adaptation process. Ensures that translated materials resonate with the target audience. Has the ability to transform a straight translation and adapt it into another language that reads as if it was originally intended for the target audience. During the translation process, focus is given to make sure that all sub-populations understand the document and that words used are not specific to any particular country of origin. Bachelor's degree. 4-6 years of experience.

FG Moderator/Bilingual Moderator

The position is a very important part of any qualitative research activity. TMN offers bilingual, bicultural and culturally competent moderators. The moderator is experienced in leading focus groups and detecting subtle meanings behind the participant's responses-the fears, reservations, and other emotions and motivations and is talented at eliciting thoughtful responses from all types of people. It is important to draw out answers from reserved participants and focus responses from overzealous participants. An important skill is to be able to incite participation from all of the members of the focus group. Masters Degree. 8-12 years of experience.

Media Pitcher

Supports media initiatives by maintaining contact lists, tracking news coverage, and handling logistics. Has a broad understanding of media and earned media and knows how to position a story so it receives coverage.

Leads and implements media relations initiatives. Builds long-term relationships with media outlets and writes and distributes information pieces and responses to queries. Promotes government initiatives and campaigns in order to earn coverage. Usually in the form of a radio or TV interview, print article or PSA airing. 2 year college degree. 2-5 years of experience.

Media Specialist/Outreach Specialist

Manages team of media pitchers. Develops and directs approach to targeting media outlets and producing hard hitting information pieces such as press releases, Op/Ed pieces, and draft news stories. Evaluates public response and adjusts communication tactics accordingly. Meets with client regularly to discuss performance, propose initiatives, establish priorities and coordinate spokesperson schedules.

Leads media focused communications, heading support team structured to ensure client key messages are promoted effectively in print and electronic media. Develops strategy to build long-term relationships with media outlets and capitalize on paid and unpaid opportunities to highlight client work. Meets with client regularly to discuss performance, propose initiatives, and establish priorities.

Works with client and account teams to develop objectives and strategies for media buys and determine mix of advertising types used for campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. Requires strong research and analytical skills. Bachelor's degree. 4-6 years of experience.

Project Assistant

Supports the Project Manager and Project Coordinator and works with an Administrative Assistant to ensure that every detail of a project is completed and accounted for. Handles logistics, assists in recruitment for research projects and contributes to report development. Handles researching media lists and is knowledgeable on Bacon's media database. May be required to handle administrative duties, but also is flexible to handle overflow of work managed by the Coordinator or project Manager. Responsible as well for Internet research, formatting and clerical tasks directly supporting a project.

Provides general administrative and clerical support for project tasks. Support may include word processing, filing, graphics, database maintenance, and quality assurance. In addition, it includes, coordinating mailings and document preparation. Provides routine clerical support for the project, such as maintaining files, answering phones, making travel arrangements, appointments, etc. High school degree. 2-4 years of experience.

Project Coordinator

Reports to Project Manager. Performs program area work. Supports team in producing high quality deliverables. Prepares status report for assigned deliverables and supports Project Manager in client communications. Is very knowledgeable of project status and would be available to address client concerns in the absence of the Project Manager. 2 year college degree. 2-5 years of experience.

Project Manager

Leads and performs program area work. Proposes and implements creative methods to complete work effectively and efficiently. Meets with client regularly, if not daily, to ensure work meets/exceeds client objectives. Serves as primary client contact.

Manages team of program area experts. Develops, directs, and manages strategic approach and strives to improve work processes, products, and services. Meets with client regularly to ensure work meets/exceeds client objectives.

Strategically manages multi-faceted program, developing product and service vision. Is responsible for building and successfully maintaining integrated management structure and evaluating overall performance. Manages sub-contractor and program financials. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Plans, directs, and coordinates activities of designated project to ensure that goals or objectives of project are accomplished within prescribed time frame and funding parameters: Reviews project proposal or plan to determine time frame, funding limitations, procedures for accomplishing project, staffing requirements, and allotment of available resources to various phases of project. Establishes work plan and staffing for each phase of project, and arranges for recruitment or assignment of project personnel. Confers with project staff to outline work plan and to assign duties, responsibilities, and scope of authority. Directs and coordinates activities of project personnel to ensure project progresses on schedule and within prescribed budget. Reviews status reports prepared by project personnel and modifies schedules or plans as required. Prepares project reports for management, client, or others. Confers with project personnel to provide technical advice and to resolve problems. Bachelor's degree. 6-10 years of experience.

Project Supervisor

Oversees related program areas. Heads development of strategic, integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure and evaluating work quality. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Strategically manages program area and develops product and service vision. Is responsible for building and successfully maintaining integrated project management structure and overseeing project financials. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Leads management of diverse program, providing broad-range service vision. Directs and supports management in development of integrated team structure, leading identification of mission objectives and performance evaluation. Meets with government program manager to discuss performance, propose initiatives, and establish priorities. Bachelor's degree. 8-12 years of experience.

Recruiter

Recruits participants for focus groups and other research initiatives, such as one-on-one interviews. Usually this is done on the phone working with community contacts, local advertising and referrals. Reports to client on progress on a daily basis and manages logistics and screening requirements. Would also handle providing informed consent forms, paying stipends and ensuring that the participant is prepared to take part in the research effort. High school degree. 2-4 years of experience.

Research Analyst/ Interviewer

Oversees long-term research program area. Heads development of strategic and integrated product and service strategy. Lends support in building and sustaining successful cross-team management structure capable of providing range of support services including technical research and market positioning. Meets regularly with government program manager to discuss performance, propose initiatives, and establish priorities.

Conducts market research, develops, presents and implements communications plans based on strategic research and demographic analyses. Works with media staff in development of target marketing and marketing plans. Requires market research background and extensive experience in health, safety, and social marketing programs.

Leads and manages multiple research initiatives, developing innovative market positioning strategy that meets client requirements and industry standards. Builds relationships with technical experts in academia and contracts assistance when required. Meets with client regularly to discuss performance, propose initiatives, and establish priorities. Bachelor's degree. 5-7 years of experience.

Senior Communications Specialist

Designs posters, logos, advertisements, displays, presentations, brochures, publications, and other graphic needs on PC and Macintosh computer systems; and explores new and innovative ways to disseminate publications. Develops Internet web sites; creates original graphics and icons for web site use; monitors web design content, style guides, and visual standards; and monitors web site compatibility across platforms and interfaces. Manages vendor competitive bids for services and rentals. Masters degree. 6-10 years of experience.

Translator

Translators accurately translate ambiguous and unclear statements. They adapt/translate a wide variety of written materials from one language to another, including newsletters, bulletins, forms, letters, menus, memoranda, notices and teaching materials. The work of the Translator falls into two categories: technical translations and non- technical. Technical translations include legal, scientific, literary, financial, medical, and more specialized subjects. It is very important, therefore, that Translators have some knowledge of the field that is the subject of translation. Translators work closely with the Cultural Adaptations Specialist so that the material involved has the most accurate translation that takes into account cultural nuances. Bachelor's degree. 6-8 years of experience.

Web/New Media Director

Oversees web-related marketing strategy development, including web materials and social media venues and opportunities. Stays abreast of industry trends and opportunities. Manages the preparation and implementation of clients' interactive media strategies and translates project objectives into targeted media plans. Works with Project Manager, Producers and Graphic Designers in devising communications plans that recommend best mix and cost effective use of interactive media and new technologies and web-based communications tactics. Bachelor's degree. Design and web programming skills. 8-12 years of experience.

Research Director

Conducts market research, and develops, presents and implements communications plans based on strategic research and demographic analyses. Oversees and monitors project budgets and prepares major project deliverables and progress reports. Works with media, outreach and other program staff in the development of formative research, audience analysis, concept/message testing strategies, target marketing plans and evaluation strategies. Requires market or social sciences research background and experience. Requires 8-12 years of experience. Master's degree or PhD.

Project Director

Manages project staff and directs the development of marketing/communication (or clearinghouse) programs and materials for national government and private organizations. Accesses corporate resources for project implementation as needed. Oversees and monitors project budget and prepares major project deliverables and progress reports. Provides technical assistance to clients using specialized project management strategic planning, analysis and evaluation. Requires 12-15 years of experience. Bachelor's Degree

Senior Technical Writer

Composes communication from product developers for users of the products. Writes in a concise and easy-to-read manner for consumer publications or in highly specialized language for experts. May be responsible for the publication process including overseeing graphics, layout, and document design. Possesses good computer skills. Has experience in coordination of large technical publications and

supervising the work of other technical writers when needed. Bachelor's degree. 8-12 years of experience.

Senior Account Executive

Develops and implements marketing and communication program strategies. Supervises accounts and/or major project and provides leadership and project supervision to team members assigned to the program. Develops and manages task budgets under the supervision of a project director. Has strong oral and written communication skills and demonstrated experience developing and implementing national marketing and communication programs. Bachelor's degree or 8-12 years of related work experience.

Account Executive

Supports planning, implementation and evaluation of marketing communication programs that help meet the objectives and goals for national/local organizations or businesses. Has experience in developing and communicating information to targeted audiences in the public and private sector. Strong communication skills and advertising, marketing or business background. Bachelor's degree. 4 -6 years of experience.

Production Manager

Oversees and coordinates the development of marketing and promotional materials including print, radio or television advertisements, videos, B-roll or video news releases, collateral, web sites, and publications. Works with graphic designers and video producers as well as illustrators, photographers and other production artists on specific projects. Creates and executes design concepts and content for a variety of materials, including advertisements, direct mail, web sites, and other collateral. Works with copywriters to develop strategies for advertising campaigns. Bachelor's degree. 4-6 years of experience.

Graphic Designer

Oversees the artistic development of marketing and promotional materials including print, radio or television advertisements, collateral, web sites, and internal and external corporate publications. Supervises the work of illustrators, photographers and production artists on projects. Works with copywriters to develop strategies for advertising campaigns, and often specializes in a particular medium, such as broadcast or print advertising. Requires design background, and knowledge of Quark, Illustrator, and Photoshop. 4+ years of experience.

THE MEDIA NETWORK, INC. AUTHORIZED GSA PRICING

Professional Services

All Prices stated in \$ per hour

Labor Category	March 21,2015 Thru March 20,2016	March 21,2016 Thru March 20,2017	March 21,2017 Thru March 20,2018	March 21,2018 Thru March 20,2019	March 21,2019 Thru March 20,2020
Bilingual Corporate Monitor	\$306.56	\$312.69	\$318.95	\$325.32	\$331.83
Broadcast Production Supervisor	\$175.10	\$178.61	\$182.18	\$185.82	\$189.54
Corporate Monitor	\$251.78	\$256.81	\$261.95	\$267.19	\$272.53
Cultural/Linguistic Reviewer	\$98.15	\$100.12	\$102.12	\$104.16	\$106.25
FG Moderator/Bilingual Moderator	\$171.38	\$174.81	\$178.30	\$181.87	\$185.51
Media Pitcher	\$62.31	\$63.56	\$64.83	\$66.13	\$67.45
Media Specialist/Outreach Specialist	\$98.22	\$100.18	\$102.18	\$104.23	\$106.31
Project Supervisor	\$126.66	\$129.20	\$131.78	\$134.42	\$137.10
Project Manager	\$98.22	\$100.18	\$102.18	\$104.23	\$106.31
Project Coordinator	\$70.10	\$71.51	\$72.94	\$74.40	\$75.88
Project Assistant	\$58.70	\$59.88	\$61.07	\$62.29	\$63.54
Recruiter	\$57.64	\$58.79	\$59.97	\$61.17	\$62.39
Research Analyst/Interviewer	\$114.03	\$116.31	\$118.63	\$121.01	\$123.43
Senior Communications Specialist	\$123.38	\$125.85	\$128.36	\$130.93	\$133.55
Translator	\$98.15	\$100.12	\$102.12	\$104.16	\$106.25
Web/New Media Director	\$179.84	\$183.43	\$187.10	\$190.84	\$194.66
Research Director	\$152.45	\$155.50	\$158.61	\$161.78	\$165.02
Project Director	\$163.81	\$167.09	\$170.43	\$173.84	\$177.32
Senior technical Writer	\$143.15	\$146.01	\$148.93	\$151.91	\$154.95
Senior Account Executive	\$123.27	\$125.73	\$128.25	\$130.81	\$133.43
Account Executive	\$83.45	\$85.12	\$86.82	\$88.55	\$90.32
Production Manager	\$79.35	\$80.93	\$82.55	\$84.20	\$85.89
Graphic Designer	\$91.16	\$92.98	\$94.84	\$96.74	\$98.67

Other Direct Costs
(Not to Exceed Prices)

Public Relation Services

7 Minute Video production (includes Union Talent)	\$50,377.83 per Item
30 second TV ad production (includes Union Talent)	\$33,249.37 per Item
30 minute Video production (no Union Talent)	\$73,652.39 per Item
30 second TV Spot Placement in a top market local station	\$ 3,324.94 per Spot
60 second Radio Spot Placement within a local station	\$ 1,007.56 per Spot

Focus Groups

Room Rental	\$ 1,007.56 per Group
Transcriptions (Spanish to English)	\$ 428.21 per Group
Video Recording	\$ 100.76 per Group
Stipends/Incentives/Respondent Fee	\$ 352.64 per Participant
Recruiting	\$ 2,236.78 per Group of 12
Moderator	\$ 1,007.56 per Group

Satellite Media Tours (SMT)

Television	\$21,158.69 Per Tour
Radio	\$ 5,717.88 Per Tour
Both TV & Radio	\$23,173.80 per Tour

Media Monitoring

Targeted Media Monitoring/Tracking	\$ 5,743.07 per Year
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Printing Cost

4 Page 2 color folded newsletter (8.5 X 11) with insert	\$ 1,914.36 up to 5,000 copies
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Stock Photography Costs

Stock Photographs	\$ 250.88 per Photograph
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